

People, 1-28-80

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Triumph for Tar Watchers!

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

# Triumph shakes up the "low tars" with taste, and a lot less tar.



Don't let them fool you any more.  
Today's low tar with taste is not an  
8 mg tar (like Merit) or an 11 (like  
Vantage) or a 12 (like Marlboro Lights).  
And it's certainly not a Carlton at 1  
(which doesn't even claim to have taste).  
It's a 3 mg tar Triumph. All the words in  
the world won't tell you how good it tastes.  
You'll simply have to try it. Taste it. Then  
ask yourself, isn't it time you came down from  
yesterday's "low tar" to Triumph—today's low tar?"

**Triumph for taste!**  
**Only 3mg tar.**

Of All Brands Sold: Lowest tar: 0.5 mg "tar," 0.05 mg nicotine av. per cigarette. Triumph, 3 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

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